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ABSTRACT

This book uses an ethnographic approach to collect and analyze patterns of language and culture that affect interracial communication and culture. The study selects patterns of behavior, or elements within patterns, and maps black and white cognitive territory in order to reveal the cultural reasons for communications difficulties. The book explores and reconstructs the cultural factors that shape the patterns and attitudes that blacks and whites bring to the communications situation. Ramifications of black and white conflict arising from differences in style are suggested, especially in the context of the schoolroom and workplace, where the consequences of different cultural patterns, perspectives, and values determine not only the quality of black and white social interaction but black social and economic success. The book is comprised of the following 10 chapters: (1) "Black Culture"; (2) "Classroom Modalities"; (3) "Fighting Words"; (4) "Boasting and Bragging"; (5) "Male and Female Interaction"; (6) "Truth and Consequences"; (7) "Information as Property"; (8) "The Force Field"; (9) "Style"; and (10) "Epilogue." An appendix, "Testing for Cultural Homogeneity," is also included. The book includes a list of 105 references and a subject index. (AF)

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